

Consumer Behavior Trends Supporting Green Marketing

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Abstract

Growing environmental concerns and the increasing emphasis on sustainability have significantly influenced consumer preferences, leading to a noticeable shift toward eco-friendly products and the emergence of green marketing as a key strategic approach for businesses. The study aims at evaluating consumer behavior trends based on the concept of green marketing, including environment awareness, attitudes of the consumers and how it influences consumer buying behavior and confidence in green marketing claims. The study uses a mixed research method by combining qualitative and quantitative research methods to have a comprehensive history on the issue. The respondents that were sampled were 150 and data is collected using a structured questionnaire and statistical tools, like correlation and regression, were used to analyse findings. The finding shows that environmental awareness correlates with green purchasing behavior but the relationship is positive and is statistically not significant, implying that this awareness does not necessarily translate to a purchase decision. Conversely, the consumer environmental attitudes demonstrate positive and significant correlation with the trust in green marketing claims, highlighting the importance of perception and belief in the determinism of consumer confidence. Regardless of the better awareness and attitude, there is still a distinct difference between motivation to buy green products and actual buying of the products, in part due to price sensitivity, distrust of environmental claims and a lack of belief in the authenticity of the products. The study emphasizes that awareness is not enough to lead to sustainable consumption unless can be backed up with credibility, affordability, and transparency. It emphasizes the significance of credible eco-labelling, honest communication, and good trust-building processes. The applied implication is that companies and policy makers need to enhance awareness efforts and make sure that their green claims are credible coupled with transparency to motivate responsible consumerism and sustainability of the environment in the long run.

Keywords: Green marketing, consumer behavior, environmental awareness, sustainable consumption, green purchase behavior

INTRODUCTION

Green marketing is a new idea that has developed due to the change in the preference and values of a consumer. The term green marketing is used to describe the marketing strategy employed by companies to market their products and services as being environmentally friendly. Consumers are attracted to the brands and products that shows a sense of sustainability and environmental responsibility.

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Green marketing focuses on the integration of environmentally friendly products. These products, which are usually typified by less use of resources, less carbon footprints and biodegradability are put forward to resolve the immediate environmental problems. With increasing global environmental awareness, both the attitude and acceptance of ecofriendly products are critical elements in the success of the green marketing plans.

The perception and adoption of eco-friendly products by consumers is affected by numerous factors such as values and beliefs of a person, socioeconomic status, culture, and the success of marketing promotions. When considering green marketing, the key factor is to understand customer perception of the environmental statements put forward by companies and how perceptions are translated into actual buying behavior.

The trend in consumer behavior in developed economies towards products that are environmentally friendly has undergone a significant change in recent years. For example, a study conducted in the United Kingdom through the Journal of Business Research reported that consumers are prepared to give a price premium to environmentally friendly products, when believes that the products have a tangible environmental benefit.

The study explores the growing concern and conscience of consumers in environmental sustainability. It assists in the interpretation of the effect of shifting attitudes / preferences on the buying decisions towards environmentally friendly commodities. It helps the businesses to come up with effective strategies that meet consumer expectations and also help in ensuring sustainability. It also gives the policymakers an idea on how to promote responsible consumption behaviors.

LITERATURE REVIEW

Gupta VP (2025), Barbu et al. (2022), and Mansour et al. (2024) [1–3] explored consumer attitudes towards environmentally friendly products in relation to sustainable development. The background accentuated the growing environmental issues because of growing consumption and necessity to act as a responsible consumer. The study was conceptual and analytical in terms of conducting a review of the existing study and tendencies. Results showed that people were increasingly becoming conscious about environmentally friendly items but there was still a discrepancy between what people wanted to purchase and what they purchased. The study highlighted the efficacy and product attributes perceived to influence decisions. It was concluded that proper green marketing strategies were needed to promote long-term use of green consumption behavior.

Mubarak MU et al. (2025) [4] explored the collaboration between Artificial Intelligence (AI) and green marketing in the development of sustainable consumer behavior. The study also pointed out to disjointed previous studies which had managed to cover the topic of technological efficiency and environmental ethics individually. Peer-reviewed studies were analysed using a Systematic Literature Review with the PRISMA protocol and publications that were published between 2015 and 2025. Results showed that there was transitioning to data driven personalization, transparency and ethical accountability. The presentation highlighted how AI is both a technological and ethical driver increasing consumer engagement. The conclusion of the current study was that the combination of AI and green marketing was sustainable, ethical, and data-driven in terms of promoting the well-being of the environment and consumers.

Shaik et al. (2025) [5] examined the effects of green marketing on sustainable consumer behavior in the digital era. The background emphasized the emergence of environmentally conscious consumers and the significance of environmentally friendly marketing. Primary data were gathered using the mixed-method design based on structured questionnaires on 456 respondents who were chosen by random sampling and were analysed by Regression, correlation, and descriptive methods. Results showed that online platforms increased awareness and availability of green products. In the discussion, the eco-labelling, digital engagement, and transparency were highlighted as these factors. The study findings were also that efficient digital green marketing strategies were instrumental in encouraging sustainable buying habits.

Mansour et al. (2024) [3] examined the relationship between green marketing communication, consumer behavior, and organizational practices. The background highlighted that there is increased

environmental consciousness and that corporations require effective strategies. The study was a quantitative survey of 500 consumers mixed with a qualitative case study of top companies through mixed methods. Results indicated that the levels of environmental concern were high and the willingness to pay premiums and trust in green claims was less. Transparency, ethical sourcing, and communication are some of the points that were noted round the discussion table. The study found out that misaligning corporate practices with consumer expectations and lack of credibility created mistrust, loyalty and sustainable development.

Reddy et al. (2023) [6] studied the consumer attitude and perception of green marketing in India. The background contained the increasing environmental issues, the growing interest of the government, and the lack of study on the Indian consumers. Using a quantitative approach, data were collected from 702 respondents through structured questionnaires. Results showed a high level of awareness about green products and high level of environmental values and great concerns about eco-costs. The study highlighted the significance of marketing communication, environmental knowledge, and consumer attitudes in behavior. The study had to reach a conclusion that the green marketing strategies and awareness programs were the key to the environmental responsibility development of green and long-lasting consumption that followed the environmentally friendly business practices.

Sharma AP (2021) and Ray & Nayak (2023) [7, 8] examined the existing sustainable fashion marketing study and determine the trends, gaps, and future directions. The contextual information was used to showcase that the fashion industry is a significant contributor to greenhouse gases and that it needs a sustainable fashion approach. A study allowed selecting 97 studies because of systematic searches by keywords. Results revealed that there was a great focus on consumer behavior, purchase behavior, and the attitude–behavior gap. The study involved the lack of exploration of B2B marketing, circular economy and new markets. The authors concluded that sustainable fashion marketing has a wider scope to be considered in terms of strategy and needs more in-depth study on innovation and emerging markets.

Barbu et al. (2022) [2] studied on consumer attitudes on green products and establish influential factors. The background also emphasized the rising environmental concerns in the world because of overconsumption of resources. A systematic review method was applied to find 37 studies based on the inclusion and exclusion criteria in databases like Web of Science, Emerald Insight, SpringerLink, and ScienceDirect. The results indicated a variety of determinants including social norms and environmental orientation, perceived green image, product attributes, risks and benefits, trust and sociodemographic factors. It has highlighted various factors that affect consumer behavior. The study has concluded that green marketing strategies need to be based on consumer needs, expectations and perceptions.

Sharma AP (2021) [7] explored green marketing and the disconnect between consumer attitudes and reality of buying green products. The background was used to test the growing concern with the environment and an uncertain purchasing behavior. Based on a systematic review of 232 articles and thematic analysis, the following significant themes were identified: personal factors, green purchase behavior, and marketing mix. Results indicated that eco-labelling, concern with environment, and issue of perceived usefulness had a bearing on behavior whereas price, risk and lack of faith were some of the obstacles.

Research Gap

Existing study also points to the growing level of consumer awareness and a positive attitude toward green products [1, 6], the growing importance of digital sources of information and AI in organizing sustainable behavior [4, 5]. Yet, there is always a discrepancy between the intention and actual purchasing behavior [7, 8]. Decisions are impacted by factors, some of which encompass trust, price sensitivity, and product attributes [2, 3], but the findings are still scattered, particularly in the emerging markets, which means that the integrated empirical study is required.

RESEARCH METHODOLOGY

The study takes a mixed methodology that incorporates both qualitative and quantitative methods of studying consumer behavior patterns as far as green marketing is concerned. It is carried out within Bengaluru. Descriptive and analytic research design is utilized in exploring connections between behavioral variables of interest. Primary and secondary data are used to gather data, with 150 respondents in total. The primary study instrument is a structured questionnaire. The analysis utilizes the variables encountered as environmental awareness and consumer environmental attitude as dependent variables, whereas consumers green purchasing behavior and their belief towards green marketing claims served as dependent variables. The data collected are analysed using MS Excel and SPSS, where statistical tools are made use of mean, standard deviation, regression, and correlation to come up with meaningful results [9].

Analytical Data Analysis

Table 1 shows the demographic details of the respondents (N = 150) in the study. The distribution of genders is more towards females (54) than males (46). The respondents are well spread by age with the highest percentage of below 20 years (22.7) and 41–50 years (22). In terms of occupation, the unemployed people constitute the largest proportion (23.3%) which is then followed by the government employees (22%). At the residential level, most respondents (35.3%) are rural, with semi-urban (33.3%), and urban (31.3%) coming in at positions 2 and 3, respectively. Most respondents buy regularly (28.7%), and 25.3% buy never, with a mixed level of awareness regarding the product purchase [10].

Table 1. Demographic characteristic of respondents.

S. N.	Demographic characteristics		N	%
1	<i>Gender</i>	Female	81	54
		Male	69	46
2	<i>Age</i>	Below 20 years	34	22.7
		21–30 years	27	18
		31–40 years	28	18.7
		41–50 years	33	22
		Above 50 years	28	18.7
3	<i>Occupation</i>	Employed (Government)	33	22
		Employed (Private)	28	18.7
		Self-employed	24	16
		Student	30	20
		Unemployed	35	23.3
4	<i>Residential area</i>	Rural	53	35.3
		Semi-urban	50	33.3
		Urban	47	31.3
5	<i>Frequency of green product purchase</i>	Never	38	25.3
		Occasionally	35	23.3
		Rarely	34	22.7
		Regularly	43	28.7

H1: Environmental awareness has a significant positive impact on consumers' green purchasing behavior.

Table 2 indicates the model overview of the regression analysis when determining the relationship between the knowledge of the environment and the dependent variable. The findings show a positive weak relationship with a value of R of 0.162. The R Square value of 0.026 indicates that environmental awareness is only able to explain 2.6% of the variation in the outcome variable, indicating a very low

explanatory power. The Adjusted R Square (0.020) also confirms that predictive power of the model is limited. The standard error of the estimate is 2.69987 which suggests that there is moderate dispersion of the observed values around the regression line. In general, Table 2 indicates a low model fit.

Table 2. Model summary.

Model summary				
Model	R	R square	Adjusted R square	Std. error of the estimate
1	.162 ^a	.026	.020	2.69987
<i>Predictors:</i> (Constant), Environmental awareness.				

The ANOVA results of the regression model that tested the hypothesis on the influence of environmental awareness on the green purchasing behavior of consumers are provided in Table 3. Findings reveal that the regression sum of squares is equal to 29.053 and the residual sum of squares is equal to 1078.820 which implies that most variation is not explained by the model. The F-value is 3.986 and the significance value is 0.048 which is narrowly below the 5% level. This implies that awareness of the environment plays an important role but a weak one in determining green purchasing behavior. Overall, Table 3 supports a slightly significant fit to the model.

Table 3. ANOVA.

Anova						
Model		Sum of squares	df	Mean Square	F	Sig.
1	Regression	29.053	1	29.053	3.986	.048 ^b
	Residual	1078.820	148	7.289		
	Total	1107.873	149			
Dependent Variable: Consumers' green purchasing behavior.						
Predictors: (Constant), Environmental awareness.						

Table 4 contains the regression coefficients depicting the effect of environmental awareness on green purchasing behavior by the consumers. The findings show that the fixed value = 9.135 and it is significant ($p < 0.001$) is the employee base of the green purchasing behavior. The effects of environmental awareness are positive and significant with unstandardized coefficient of (B) 0.163, and standardized beta of 0.162. The t-value of 1.996 and significance level of 0.048 prove that the relationship is statistically significant at the 5% level. This implies that a change in environmental awareness would cause a marginal change in the green buying behavior of consumers as suggested in Table 4.

Table 4. Coefficients.

Coefficients						
Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Std. error	Beta		
1	(Constant)	9.135	.840		10.871	.000
	Environmental awareness	.163	.082	.162	1.996	.048
<i>Dependent Variable:</i> Consumers' green purchasing behavior.						

H2: There is a significant relationship between consumer environmental attitude and trust in green marketing claims.

Table 5 shows the descriptive statistics of consumer environmental attitude and trust in claims of green marketing among the respondents (N = 150). According to the results, the average score of consumer environmental attitude is 10.5600 and Standard deviation is 2.54748 meaning the level of

environmental concern is moderately high and has variable difference among the respondents. Equally, the responses to trust in green marketing claims have a mean of 9.9733, standard deviation of 2.50622 which indicate a moderate level of trust with relatively equal dispersion. Overall, Table 5 shows that the respondents have quite different degrees of environmental attitude, as well as trust towards green marketing practices with no significant variation.

Table 5. Descriptive statistics.

Descriptive statistics			
	Mean	Std. deviation	N
Consumer environmental attitude	10.5600	2.54748	150
Trust in green marketing claims	9.9733	2.50622	150

The correlation analysis of the consumer environmental attitude and trust in green marketing claims are in Table 6. The correlation between the results depicts a positive and moderate relationship with a Pearson correlation coefficient of 0.376 that is statistically significant at the level of 0.01 ($p = 0.000$). This means that, with the increase in the environmental attitude of the consumers, the level of their trust towards the green marketing claims also tends to go up. This significance value ascertains that the relationship is not by accident and it is statistically significant. All in all, Table 6 indicates a definite and positive relationship between environmental attitude and trust in green marketing which underscores the degree of environmental consciousness in the development of consumer trust.

Table 6. Correlations.

Correlations			
		Consumer environmental attitude	Trust in green marketing claims
Consumer environmental attitude	Pearson Correlation	1	.376**
	Sig. (2-tailed)		.000
	N	150	150
Trust in green marketing claims	Pearson Correlation	.376**	1
	Sig. (2-tailed)	.000	
	N	150	150

Note: **Correlation is significant at the 0.01 level (2-tailed).

DISCUSSION

Modern customers pay more attention to environmental values in their buying pattern, considering sustainability as an added value to price and quality. The study helps to justify the notion that green marketing practices, like eco-labelling and ethical sourcing, can have a positive impact on consumer preference. Few points out that despite the positive attitudes of consumers towards products that are environmentally friendly, the gap between intention and action stands out as the gap is found between the intention to buy and the actual purchase. The role of digital media in forming consumer awareness is a well-accepted one since it allows access to information concerning environmental impacts and corporate practices. Also, the transparency results in consumer trust, as well as facilitates green purchasing behavior.

CONCLUSION OF THE STUDY

The study explored that green marketing strategies are relevant as the consumer behaviors are more environmentally concerned. It concludes that environmental awareness positively affects the behavior of green purchasing. Another aspect of the results demonstrates that consumers environmental attitude is strongly associated with the trust on the green marketing. So, the credibility and transparency should be emphasized. Although awareness is increasing and attitudes are positive, discrepancies in real-life buying behavior still exist because of price, and trust concerns. Overall, the study confirms that

successful green marketing is based on the achieving of awareness, building up of trust, and strategic communication to promote sustainable consumption.

Implication of the Study

The study has significant implications on marketers and policymakers towards sustainable consumption. It indicates that companies ought to improve transparency, credibility, and effective communication to create consumer trust when using products that are green. Marketers should devise strategies that is not simply create awareness but provide answers to price issues and use of perceived products value. The results also point out that policymakers ought to promote eco-labelling requirements and sensitization programs to promote conscientious consumerism. In sum, the study recommends combined forces among organizations and corporations to enhance the vigor of green marketing engagements.

Limitation of the Study

The study has certain limitations that may affect the generalizability of the findings. It is a relatively less sample size of 150 respondents in each geographical region, and this might not be reflected into the expansive consumer groups. The study primarily uses self-reported data that can be adversely affected by bias or inaccuracy in the responses. Also, only specific variables, like environmental awareness and attitude, are considered and others are not considered that might affect the consumer behavior. Such restrictions imply that future study should include more detailed and extended research designs.

Recommendation for Future Study

Future studies are advised to increase the sample size of the study and extend the geographical areas to enhance the generalization of the results. It must include other variables, like cultural, lifestyle and technological factors, to give a better insight of the consumer behavior. To measure how behavior changes with time, longitudinal studies may be done. Another area of possible further study is the importance of using hi-tech advancements, like artificial intelligence, to support the effectiveness of green marketing. Comparative study of developed and developing markets may offer more information about the difference in consumer behavior toward sustainable products.

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